



Privacy notice

This privacy notice tells you what to expect us to do with your personal information.

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How to contact us:

Email: hello@judevernalls.co.uk

What information we collect, use, and why

We collect or use the following information to provide and improve products and services for clients:

- Names and contact details
- Addresses
- Occupation
- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Usage data (including information about how you interact with and use our website, products and services)
- Information relating to compliments or complaints
- Website user information

We collect or use the following personal information for the operation of client or customer accounts:

- Names and contact details
- Addresses
- Purchase or service history
- Marketing preferences

We collect or use the following personal information for information updates or marketing purposes:

- Names and contact details
- Profile information
- Marketing preferences
- Website and app user journey information

We collect or use the following personal information for dealing with queries, complaints or claims:

- Names and contact details
- Address
- Account information
- Purchase or service history
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s [website](#).

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** – You have the right to ask us for copies of your personal information. You can request other information such as

details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. You can read more about this right here.

- **Your right to rectification** – You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. You can read more about this right here.
- **Your right to erasure** – You have the right to ask us to delete your personal information. You can read more about this right here.
- Your right to restriction of processing – You have the right to ask us to limit how we can use your personal information. You can read more about this right here.
- **Your right to object to processing** – You have the right to object to the processing of your personal data. You can read more about this right here.
- **Your right to data portability** – You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. You can read more about this right here.
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. You can read more about this right here.

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to provide and improve products and services for clients are:

- **Consent** – we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- **Legal obligation** – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for the operation of client or customer accounts are:

- **Consent** – we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- **Legal obligation** – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for information updates or marketing purposes are:

- **Consent** – we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for dealing with queries, complaints or claims are:

- **Consent** – we have permission from you after we gave you all the relevant information. All of your data protection rights may apply,

except the right to object. To be clear, you do have the right to withdraw your consent at any time.

- **Legal obligation** – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Where we get personal information from

- Directly from you
- Publicly available sources

How long we keep information

Retention Schedule for Personal Data:

1. **Contact Information (e.g., names, email addresses, phone numbers)**
 - **Retention Period:** Retained for as long as there is an ongoing relationship or active client account, and for up to 1 year after the last contact if no further engagement occurs.
 - **Reason:** To provide service, respond to inquiries, and maintain communication as necessary.

2. **Client Account Details (e.g., contracts, correspondence)**
 - **Retention Period:** Retained for the duration of the contract and up to 6 years after contract termination.
 - **Reason:** To fulfil contractual obligations, manage disputes, and comply with legal and audit requirements.

3. **Financial Records (e.g., invoices, payment information)**
 - **Retention Period:** Retained for 6 years from the end of the financial year in which the records were created.

- **Reason:** Required by law for accounting, auditing, and tax purposes.
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4. **Marketing Preferences and Consents**

- **Retention Period:** Retained until consent is withdrawn.
 - **Reason:** To maintain accurate consent records and comply with GDPR requirements.
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5. **Complaint Records**

- **Retention Period:** Retained for 2 years after resolution of the complaint.
 - **Reason:** To handle any follow-up issues and meet regulatory requirements.
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6. **General Enquiries (e.g., customer questions and feedback)**

- **Retention Period:** Retained for 1 year from the date of the last inquiry.
 - **Reason:** To respond effectively to inquiries and maintain quality control.
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Data Disposal – Personal data will be securely deleted or anonymised at the end of the retention period to ensure it cannot be used to identify individuals

Who we share information with

Others we share personal information with:

- Publicly on our website, social media or other marketing and information media

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO:

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Privacy notice last updated: 7 November 2024